



Rep Order# 8843570 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Traffic Order# 36985

Printed: 08/15/2012 2:30 PM

2 of 5

Last Received: 08/09/2012 10:36 AM  
Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/31/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES

Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	W-F	10A-11A		:30	\$450.00	10/31-11/02	3	1	3	\$1,350.00	
				Buyline Comment: PRICE IS RIGHT								
	10	TU	10A-11A		:30	\$450.00	11/06-11/06	1	1	1	\$450.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	11A-12P		:30	\$550.00	10/31-11/02	2	1	2	\$1,100.00	
				Buyline Comment: Y&R								
	12	M-TU	11A-12P		:30	\$550.00	11/05-11/06	2	1	2	\$1,100.00	
				Buyline Comment: Y&R								
	13	W-F	12P-1230P		:30	\$325.00	10/31-11/02	2	1	2	\$650.00	
				Buyline Comment: NOON NEWS								
	14	M	12P-1230P		:30	\$325.00	11/05-11/05	1	1	1	\$325.00	
				Buyline Comment: NOON NEWS								
	15	W-F	3P-4P		:30	\$425.00	10/31-11/02	3	1	3	\$1,275.00	
				Buyline Comment: ELLEN								
	16	M	3P-4P		:30	\$425.00	11/05-11/05	1	1	1	\$425.00	
				Buyline Comment: ELLEN								
	17	W-F	4P-5P		:30	\$450.00	10/31-11/02	3	1	3	\$1,350.00	
				Buyline Comment: 4P NEWS								
	18	M	4P-5P		:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
				Buyline Comment: 4P NEWS								
	19	W-F	5P-630P		:30	\$1,250.00	10/31-11/02	6	1	6	\$7,500.00	
				Buyline Comment: 5P NEWS								

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	20	M	5P-630P		:30	\$1,250.00	11/05-11/05	2	1	2	\$2,500.00	
				Buyline Comment: 5P NEWS								
	21	M	630P-7P		:30	\$325.00	11/05-11/05	1	1	1	\$325.00	
				Buyline Comment: INSIDER								
	22	W-F	7P-8P		:30	\$325.00	10/31-11/02	2	1	2	\$650.00	
				Buyline Comment: ET/INSIDE EDITION								
	23	W-F	11P-1135P		:30	\$600.00	10/31-11/02	3	1	3	\$1,800.00	
				Buyline Comment: 11P NEWS								
	24	M	11P-1135P		:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
				Buyline Comment: 11P NEWS								
	25	W-F	1135P-1235A		:30	\$275.00	10/31-11/02	3	1	3	\$825.00	
				Buyline Comment: LETTERMAN								
	26	M	1135P-1235A		:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
				Buyline Comment: LETTERMAN								
	27	M	10P-11P		:30	\$2,100.00	11/05-11/05	1	1	1	\$2,100.00	
				Buyline Comment: HAWAII 5-0								
	28	W	10P-11P		:30	\$2,300.00	10/31-10/31	1	1	1	\$2,300.00	
				Buyline Comment: CSI NY								
	29	F	10P-11P		:30	\$1,600.00	11/02-11/02	1	1	1	\$1,600.00	
				Buyline Comment: BLUE BLOODS								
	30	SA-SU	11P-1135P		:30	\$350.00	11/03-11/04	2	1	2	\$700.00	
				Buyline Comment: 11P NEWS WKND								

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	31	SA	5A-7A		:30	\$95.00	11/03-11/03	1	1	1	\$95.00	
				Buyline Comment: CBS SAT AM								
	32	SA	1230P-4P		:30	\$250.00	11/03-11/03	1	1	1	\$250.00	
				Buyline Comment: SEC FOOTBALL								
	33	SA	5P-7P		:30	\$225.00	11/03-11/03	1	1	1	\$225.00	
				Buyline Comment: 5P NEWS SAT								
	34	SA	10P-11P		:30	\$850.00	11/03-11/03	1	1	1	\$850.00	
				Buyline Comment: 48HR MYSTERY								
	35	SU	5A-6A		:30	\$85.00	11/04-11/04	1	1	1	\$85.00	
				Buyline Comment: EYE WASH/WSJ								
	36	SU	6A-630A		:30	\$150.00	11/04-11/04	1	1	1	\$150.00	
				Buyline Comment: 6A NEWS SUN								
	37	SU	630A-8A		:30	\$875.00	11/04-11/04	1	1	1	\$875.00	
				Buyline Comment: CBS SUN AM								
	38	SU	8A-830A		:30	\$350.00	11/04-11/04	1	1	1	\$350.00	
				Buyline Comment: 8A NEWS SUN								
	39	SU	830A-930A		:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00	
				Buyline Comment: FACE THE NATION								
	40	SU	930A-10A		:30	\$175.00	11/04-11/04	1	1	1	\$175.00	
				Buyline Comment: 930A NEWS								
	41	SU	10A-1P		:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
				Buyline Comment: NFL 10A								

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	42	SU	1P-4P		:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
				Buyline Comment: NFL 1P								
	43	SU	5P-7P		:30	\$225.00	11/04-11/04	1	1	1	\$225.00	
				Buyline Comment: 5P NEWS SUN								
	44	SU	7P-8P		:30	\$3,750.00	11/04-11/04	1	1	1	\$3,750.00	
				Buyline Comment: 60 MIN								

---REPORT TOTALS---

Report Totals: 77 / \$46,055.00

---SALES MONTHLY TOTALS---

Nov 12: 77 / \$46,055.00

Sales Totals: 77 / \$46,055.00

Station Totals: 77 / \$46,055.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$153,517	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+